

# OVERVIEW



## Last Mile Access: Challenges and Wireless Solutions

As total Internet access subscriber rates rise by leaps and bounds each year – DSL and Cable subscriptions grow 10% quarter-over-quarter in the US alone\* – Internet Service Providers of all sizes and kinds are facing a challenge: differentiation of service offering in a competitive market. Further, providers must address customer demand for quick service delivery and high-speed network access at a low cost. The price associated with customer acquisition costs and ongoing last mile maintenance puts pressure on service providers to find new ways to cost-effectively deploy differentiated Internet access services to large numbers of customers.

Proxim's broadband wireless solutions give wireless ISPs and DSL/cable providers today's fastest pathway to new markets and revenue. Whether well-established and looking to expand, or smaller and newly established – service providers of all types can immediately and cost-effectively create wireless networks or reach out from established points-of-presence to capture new customers. Without the delays and costs of leasing or building a wired infrastructure, Proxim's wireless networks allow secure and reliable access to high-speed data, voice and video services. Internet access can be extended to business parks, apartment complexes, school districts, even rural communities up to 11 miles away – all in a matter of days.

### Advantages

- Faster time to market and lower Total Cost of Ownership than traditional leased lines
- Flexibility in service delivery using shared or dedicated bandwidth
- Scalability to handle rural and urban subscriber densities on the same infrastructure
- Meets or exceeds security, performance and reliability of leased line networks
- Part of the end-to-end family of Proxim wireless solutions

With Proxim, your wireless network can grow in all directions - from Point of Presence to building to laptop. Adding capacity or extending your network into new areas is simple when you work with Proxim - because we are the only company to offer all the components in an end-to-end wireless solution.

Please review the other five solution sections of the web site for more information on other components in an end-to-end wireless network from Proxim.

\* source: Leichtman Research



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